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| APPLICATION NO.   | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|-------------|----------------------|---------------------|------------------|
| 10/028,941  | 12/21/2001  | Larry Russell        | REED1005            | 3834             |
| 47953   | 7590        | 03/23/2006           | EXAMINER            |                  |
| LAW OFFICE OF KARRY W. WANG<br>3342 PARK RIDGE DR<br>RICHMOND, CA 94806 |             |                      | BLACK, LINH         |                  |
|   |             |                      | ART UNIT            | PAPER NUMBER     |
|   |             |                      | 2163                |                  |

DATE MAILED: 03/23/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

10/028,941

Applicant(s)

RUSSELL, LARRY

Examiner

LINH BLACK

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2163

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 30 December 2005.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

## **DETAILED ACTION**

This communication is in response to the Applicant's Response dated 12/30/05. Claims 1-22 are pending in the application. Claims 1, 12, and 18 are independent claims.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-8, 11-13, 17-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pekowski et al. (USP 6557007), and further in view of Erturk et al. (US 6135776).**

**As per independent claims 1, 12, 18, Pekowski et al. teach: collecting the information from at least one exhibitor, said information comprising at least one member selected from the group consisting of: information regarding at least one product of the at least one exhibitor; and information regarding at least one service provided by the at least**

one exhibitor; compiling the collected information into an electronic database – col. 1, lines 35-54; fig. 2, elements 32, 40, 66, 62; figs. 4-5, element 204, 230-282; col. 7, line 53 to col. 8, line 28 (where all information related to shows are gathered and saved to the database).

Mircrosoft Computer Dictionary – Fourth Edition teaches:

- “database server” as a network node, or station, dedicated to storing and providing access to a shared database.
- “distribute” as to allocate among location or facilities as in a data-processing function that is performed by a collection of computers and other devices linked together by a network.

Pekowski et al. do prompt for exhibitors' information – figs. 4-6; items 162, 204, 230-282. Pekowski et al. do not explicitly disclose, “distributing the database in an electronic medium to a tradeshow attendee”. However, the limitation distributing the database in an electronic medium to users/buyers/customers/etc...is not novel in the art. Erturk et al. teach “hand-on kit interactive software learning system” – the title. Erturk et al. also teach “A CD-ROM 40 is depicted in FIG. 3. It holds the database content 24 and a software program that directs the project. The database content 24 complements the kit activities. Alternatively, the database content could be distributed by other low-cost means, for example magnetic media or over the Internet. The preferred embodiment of the present invention is to distribute the software program and content database via CD-ROM” – col. 8, lines 8-15. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine

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Pekowski et al.'s teaching with Erturk et al.'s teaching in order to allow different methods of tradeshow's information be distributed to more clientele/tradeshow attendees.

**As per claim 2**, Pekowski et al. teach wherein the database is a searchable database viewable via a computer program - col. 7, line 53 to col. 8, line 28. However, Pekowski et al. does not explicitly teach the electronic medium is a Compact Disk. Erturk et al. further teaches compact disks are used to store databases of information – col. 8, lines 8-25. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Pekowski et al.'s teaching with Erturk et al.'s teaching in order to allow the distribution of tradeshow information on CD-ROMs to allow users with different computer systems to access to tradeshow's information.

**As per claims 3, 13**, Pekowski et al. teach wherein the step of collecting the information comprises uploading the information onto a web site – col. 6, lines 63 to col. 7, line 17.

**As per claims 4, 17**, Pekowski et al. teach wherein the step of collecting the information comprises uploading the information onto a wireless network – col. 7, lines 25-30.

**As per claim 6**, Pekowski et al. teach providing a computer at the tradeshow; and allowing the tradeshow attendee to view the information in the database on the computer – col. 1, line 45 to col. 2, lines 67.

**As per claim 7**, Pekowski et al. teach wherein the information comprises the at least one exhibitor's product information, web site address, catalogue information, and the exhibitor's location at the tradeshow – col. 8, lines 9-27.

**As per claims 8, 11**, Pekowski et al. teach wherein the information is collected prior to the tradeshow and the database is distributed to the tradeshow attendee in a time frame selected from the group consisting of prior to the tradeshow, during the tradeshow, and after the tradeshow – col. 8, lines 9-27; fig. 4; col. 10, lines 3-19; col. 32, lines 18-39. (Users can access updated current information such as add information before the tradeshow, edit/buy information during the show, and checked for updated information after the tradeshow such as shipping information etc...)

**As per claim 19**, Pekowski et al. teach wherein the step of collecting the information comprises uploading the information onto a web site – col. 6, lines 63 to col. 7, line 17.

**Claims 9-10, 16, 20-22** are rejected under 35 U.S.C. 103(a) as being unpatentable over Pekowski et al. (USP 6557007), Erturk et al. (US 6135776), and further in view of Mikurak (USP 6606744).

**As per claims 9-10, 16**, Pekowski et al. teach wherein the database is a searchable database viewable via a computer program – col. 7, line 53 to col. 8, line 28. However, Pekowski and Erturk et al. do not explicitly teach the database is viewable via a PDA. Mikurak teaches distributors' information can be viewable via PDAs – col. 201, lines 38-64. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Pekowski et al.'s and Erturk et al.'s teachings with Mikurak's teaching in order to allow users on different computer/accessing devices/environments to be able to access the tradeshow database efficiently.

**As per claim 20**, Pekowski and Erturk et al. does not explicitly teach the electronic medium is selected from the Group consisting of PDAs. Mikurak teaches distributors' information can be viewable via PDAs – col. 201, lines 38-64. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Mikurak's teaching with Pekowski et al.'s and Erturk et al.'s teaching in order to allow users on different computer/accessing devices/environments to be able to access the tradeshow database efficiently.

**As of claim 21**, Pekowski et al. wherein the database is a searchable database viewable via a computer program and accessible via the Internet - col. 7, line 53 to col. 8, line 28.

**Claim 22 is rejected under 35 U.S.C. 103(a) as being unpatentable over Pekowski et al. (USP 6557007), Erturk et al. (US 6135776), Mikurak (USP 6606744), and further in view of Thenery (USP 4806743).**

**As per claim 22**, Pekowski et al., Erturk et al., and Mikurak do not explicitly teach the electronic medium is located at the tradeshow. However, Thenery teaches “installation for managing the “visistor” resource at a trade show, or fair, or the like” – the title. Thenery teaches “The present invention relates in general to computerized installations for facilitating the exchange of information between serving entities and the people that may come into contact with said entities. The term “serving entity” is used to cover, in particular, exhibitors or the like present at trade shows or other exhibitions or fairs, with the above-mentioned people then being visitors, members of the press, and personalities who may make contact with said exhibitors” – col. 1, lines 5-15. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Pekowski et al.’s, Erturk et al.’s, and Mikurak’s teachings with Thenery’s teaching in order to allow not only off-site but also conveniently on-site accesses to trade-show information.

**Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Pekowski et al. (USP 6557007), Erturk et al. (US 6135776), and further in view of DeLorme et al. (USP 5948040).**

**As per claim 5**, Pekowski et al. and Erturk et al. do not explicitly teach wherein the computer program is integrated with the database. However, DeLorme et al. teach



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"Travel Reservation Information and Planning System" – the title. DeLorme et al. teach a computer program is integrated with the database on a CD – col. 10, lines 9-17.

Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Pekowski et al.'s teaching and Erturk et al.'s teaching with DeLorme et al.'s teaching in order to allow users to effectively access to information stored on distributed CDs.

**Claim 14 is rejected under 35 U.S.C. 103(a) as being unpatentable over Pekowski et al. (USP 6557007), Erturk et al. (US 6135776), and further in view of Thenery (USP 4806743).**

**As per claim 14,** Pekowski et al. and Erturk et al. do not explicitly teach the computer is located in a dedicated kiosk or booth at the tradeshow. However, Thenery teaches "installation for managing the "visistor" resource at a trade show, or fair, or the like" – the title. Thenery teaches "The present invention relates in general to computerized installations for facilitating the exchange of information between serving entities and the people that may come into contact with said entities. The term "serving entity" is used to cover, in particular, exhibitors or the like present at trade shows or other exhibitions or fairs, with the above-mentioned people then being visitors, members of the press, and personalities who may make contact with said exhibitors" – col. 1, lines 5-15. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Pekowski et al.'s and Erturk et al. 's teachings with Thenery's teaching in

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order to allow not only off-site but also conveniently on-site accesses to trade-show information.

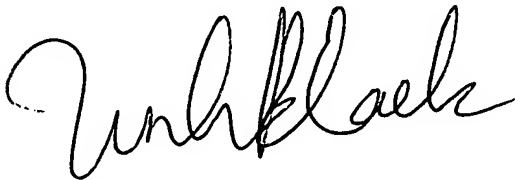
**As per claim 15**, Pekowski et al. teach wherein the information is collected prior to the tradeshow and the database is distributed to the tradeshow attendee in a time frame selected from the group consisting of prior to the tradeshow, during the tradeshow, and after the tradeshow – col. 8, lines 9-27; fig. 4; col. 10, lines 3-19; col. 32, lines 18-39. (Users can access updated current information such as add information before the tradeshow, edit/buy information during the show, and checked for updated information after the tradeshow such as shipping information etc...)

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LINH BLACK whose telephone number is 571-272-4106. The examiner can normally be reached on 8am - 5pm.

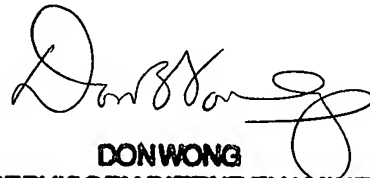
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on 571-272-1834. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



March 17, 2006

LINH BLACK  
Examiner  
Art Unit 21633



DONWONG  
SUPERVISORY PATENT EXAMINER